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# **18 Ways To Ascend Sales Up The Value Ladder (Fully illustrated)**



[Click here to watch the video in the Facebook group](#)

Hello,

Marlon here.

Click the picture above to play the video where I cover show and tell for what's in the issue today.

I want to share with you ways that different businesses ascend their sales.

In other words, a customer buys your initial or "front-end" product. Now, how do you get them to ascend (meaning go up) your Value Ladder.

If you haven't heard the term Value Ladder, I don't know if Dan Kennedy, Russell Brunson or someone else coined the term.

I know Russell made it famous in his Dotcom Secrets book and in Expert Secrets.

The idea is that the customer starts out at the bottom of the ladder. And then they buy products going up in price as they ascend (or climb) the ladder.

For example, they start off by buying a book.

Then they buy a video course.

Then they buy a 4-week class.

Then they buy large group coaching for 12 weeks.

Then they buy a year long coaching program.

That would be an example.

This is something you don't read much about. In fact, I can't think of any really practical explanation of the methods anywhere.

So that's what I want to lay out in this report.

## **1. The Free Coaching Session (s) Method**

So my friend Michael Cheney uses this method.

When people buy the main product, they receive 1 or more “coaching sessions” with a coach.

The coach is usually a sales person. And their job is to help the person out. And then get them to buy the next step on the Value Ladder.

I remember Ann Sieg used this method masterfully in one of her businesses. After you bought, you were contacted multiple times (as I recall) to set up your first session with your coach.

Now, there was a company called Digital Altitude as I recall. They got in trouble with the FTC. And as I remember it, one of the complaints was that their coaching had no “coaching certifications” or training as coaches. They were just sales people.

You can [read the FTC case here](#).

Honestly, if their coaches DID have “certifications,” I don’t think that would have changed things any. But if you use this method, you’re probably smart to put your coaches through some accepted coaching certification program.

I would use one of the legit ones, not a sham one.

With that said, this is a common and very popular method.

## **2. The direct “meet with a sales person” method**

In this method, there’s no pretense.

It’s simple.

You’ve completed xyz training. Now meeting with Joe Blow to discuss your progress and your next step.

As with the prior method, the challenge is to get people to actually DO IT.

One way people do this is by offering a CERTIFICATION of some sort. And you can only get that when you’ve met with Joe Blow.

It’s a good method.

You'll need outreach emails and possibly texts or phone calls in order to get as many people as possible to "get their certification certificate."

### **3. The "thing that sells a thing" method**

Russell Brunson is a fan of this method with Clickfunnels. He has his 2commaX program.

And there are several presentations toward the end of the training designed to offer you the next step.

He has carefully orchestrated presentations to accomplish this. Typically, they have case studies which are more or less success stories from students who upgraded.

He does a thorough presentation of the benefits of the next offer.

It's worth the money and time to go through 2CommaX just to see him do this. It's masterful.

An interesting method Russell uses is the pitch and re-pitch.

First he pitches the offer at the end of day 2 as I recall. Then the next day Myron Golden does a "re-pitch."

Myron is one of the best stage selling speakers in the world. So he mops up the sales Russell doesn't get. Myron is super incredible at this. So if you have the chance to hear him do this, take it.

Russell's ENTIRE Two Comma Club X event is designed to sell the next thing. It's carefully orchestrated.

He delivers incredible content. But at the same time, it's carefully crafted to remove objections. So it's Edu-Selling. He's educating you with fantastic info. AND he's setting up the next sale. This is a very high skill level.

### **4. The Tony Robbins Method**

I attended a Tony Robbins event. He had an hour break. And he flat out told you that you could skip the next session. Or you could stay and he'd do his best to sell you on attending his next event.

Probably half the room stayed.

And for the people who stay, it's straight up stage selling 101.

So it's the thing that sells the thing.

The thing is the event you're attending.

There's a special session to sell the next thing.

The first person I heard use the term of the thing that sells the thing is Dana Derricks. But he may have gotten it from Russell or Dan Kennedy. Not sure.

## **5. The Rain Mail On Their Heads TJ Rohleder Method**

This is one of my personal favorites.

It's great.

When you buy the "front end" product from TJ, in his own words, he'll "rain mail on your head" in order to get you to upgrade.

His upgrade sales letters can be 30 to 60 pages long.

You'd assume no one will read these. And you're right.

Except TJ assumes you'll SCAN the letters not read them. So he designs his letters for scanning.

Tons of markups, underlines with a felt pen, stars in the margin and so forth. There's a company that sells "Doodles" to enable you to do this. Although I think TJ has an artist do it. Or he's learned to do it himself. Don't know.

The hallmark of TJ Rohleder follow up by direct mail is he doesn't send just ONE letter. He keeps mailing letters and postcards of different colors, sizes, and so forth.

Here's a stick / welcome letter TJ sent after I bought his 500 websites package. This was a whole booklet the was a stick letter PLUS the offer of the next thing:

AS YOU MAY REMEMBER, MINI-WEBSITES ARE THE GREATEST MONEY-MAKERS ON THE INTERNET FOR A GOOD REASON: These days, if it takes more than 5 minutes for folks to scroll through your website - you'll lose them forever... People want to pull up the website QUICKLY and look everything over - and place their order in 5 minutes or less. And that's what each one of your MINI-WEBSITE PROFIT MACHINES DOES.

Your customers hit one button on their computer to instantly go to all 500 of your MINI-WEBSITE PROFIT MACHINES, where they automatically order and get your Electronic Books ---

→ And you'll get the money in 14 days! ←

**Each One Of Your 500 FREE MINI-WEBSITES  
That You Are Scheduled To Receive Over The Next 46 Months  
Come To You With The Following Features:**

- A) YOU'LL RECEIVE OUR TOP-SECRET "CASH-MAGNET SYSTEM" that's designed to help you make huge sums of money with all of your MINI-WEBSITE PROFIT MACHINES!
- B) YOU'LL RECEIVE THE MASTER-OWNERSHIP to all 500 of the valuable copyrighted protected materials inside each of the eBooks that are sold in your MINI-WEBSITE PROFIT MACHINES! Your PROFIT MACHINES sell these materials electronically -- and you keep every single penny of profit!
- C) YOU'LL KEEP 100% OF THE PROFIT ON EVERY SALE YOUR 500 MINI-WEBSITES MAKES FOR YOU! All the profit is yours to keep because: #1) you own these electronic books -- and #2) there's nothing to ship to your customers! It's all done for you!
- D) YOU'LL RECEIVE A FREE CREDIT CARD PROCESSING SYSTEM that's built into each one of your MINI-WEBSITE PROFIT MACHINES! Millions of people with credit cards can instantly order your electronic books! The money is sent straight to you as often as every two weeks!
- E) You'll Receive A Customized And Fully Uploaded Internet Electronic Book Delivery Unit that delivers these valuable products to your customers!

Credit  
Card  
Order  
From  
Around  
The  
World

As you can see, all these features - ADDED TOGETHER - makes each one of your 500 MINI-WEBSITE PROFIT MACHINES well worth the regular price of \$349.50 to \$479.00 each...

In fact, they're a steal at this price...

✓ You could easily spend well over \$1,000.00 to \$3,000.00 for a single Web-Site that gives you all of the powerful features that have gone into each one of your 500 MINI-WEBSITE PROFIT MACHINES!

✓ But you didn't pay \$3,000.00 each for the ownership to these powerful money-making Web-Sites.

✓ You didn't even pay \$1,500.00 or \$1,000.00.

Here's the first inside page:

# WELCOME TO THE CLUB!!!

You Are Now On Schedule To Become  
The Proud Owner Of ALL 500 of the  
NEWEST and most EXCITING High-Tech  
Money-Making MINI-WEBSITES  
the Internet has ever seen!

(( AND ALL 500 OF THESE WEB-SITES  
REALLY ARE YOURS FREE! ))

FROM: T.J. Rohleder, Co-Founder of M.O.R.E. Incorporated

TO: My new Charter Member of the 'FREE WEB-SITES OF THE MONTH CLUB!'

SUBJECT: AN OVERVIEW OF EVERYTHING YOU'LL BE RECEIVING!

Dear Friend,

You just made the smartest decision ever by joining our 'FREE WEB-SITES OF THE MONTH CLUB!' That may sound a bit like hype - but as you're about to see when you go over this letter - it's the God's honest truth...

This Club truly is the greatest money-making opportunity in the history of the Internet! -- And you will always be known as one of our original Charter Members who got started before everyone else!

**SO CONGRATULATIONS! AND WELCOME ABOARD!**

As you know, your Charter Membership to this amazing Club gives you the full ownership to 500 of the greatest MINI-WEBSITES on the worldwide Internet! These amazing Web-Sites give you the power to make money on the Internet without shipping a single product! The money is automatically sent to you as often as every 14 days!

*I'll Tell you more about all the things you will be receiving with your Charter Membership in a moment...*

➔ **BUT FOR NOW LET ME BRIEFLY REFRESH YOUR MEMORY ABOUT THESE 500 POWERFUL MINI-WEBSITE PROFIT MACHINES YOU ARE SCHEDULED TO RECEIVE OVER THE NEXT 46 MONTHS...**



This ascension offer worked. I bought the Platinum upgrade at the time.

## **6. Tom Orent Method**

Tom Orent has the most unique method I've EVER seen.

It has the Dan Kennedy style written all over it.

He sends you a priority mail full-sized envelope that is STUFFED with stuff that barely fits in the envelope.

And it's LUMPY.

This is quite the thing to behold! I think I subscribed to Tom's newsletter back in the day just so I could receive it.

The sales letter in it is really long.

And tom would send out this monstrous masterpiece to all 5,000 or so people on his list according to what he said.

It sells a really high-end coaching program, so the economics work out.

This is probably the only piece of mail you'll ever get you flat out have to read and can't ignore.

**Illustration for membership to a major group of just 100 doctors included in a full letter by Dr. Tom Orent, the Gems Gold...**

Even in Uncertain Economic Times, Control Your Own Practice Destiny. Secure Your Financial Future. Forever.

**"Dr. Marlon Sanders  
Increase Your Collections \$224,086\*  
or More in Less than 10 Months."**

**Only 12 doctors will be Accepted.  
DOUBT Your NET? Dr. Mark Hishah  
Boosted Collections \$118,424.00  
...in Less than 10 Months!**

**Act Now!**

Dr. Marlon Sanders, MD  
21444 S. Highway 24  
Blossdale, TX 75752-9724

**How to Use:**

- COPY THE ADDRESS LABEL, MAIL, ADDRESS AND ADDITIONAL INFORMATION ON THE BACK OF YOUR ENVELOPE.
- PLACE THE ENVELOPE INSIDE YOUR CONSUMER ADDRESS ENVELOPE AND SEAL.
- ATTACH LABEL TO FRONT OF ENVELOPE.

**THE OFFICIAL FLAT RATE ENVELOPE**  
You don't have to weigh the envelope...Just pack all your correspondence and documents inside and pay only the FLAT RATE Priority Mail postage. We Deliver.

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- PLACE THE ENVELOPE INSIDE YOUR CONSUMER ADDRESS ENVELOPE AND SEAL.
- ATTACH LABEL TO FRONT OF ENVELOPE.

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Dr. Tom Orent, 1000 Gems Seminars™  
Gems Insiders Circle &  
Gems Publishing, USA, Inc.  
4th Floor, "Mail" 12 Walnut St., Framingham, MA 01702

Dr. Marlon Sanders  
11514 Sanders Rd  
Suite 409  
Hickory, TX 75453

**469**

**4**

**Please Do Not Open  
This Envelope Until  
You Have Read the  
Letter with the \$2  
Bill Attached.**



**Dr. Carl Smith**

**"I Lost Just About Everything  
Including my Health"**

Time...

On June 10<sup>th</sup>, 2003, my office equipment...

**A "Comeback Extrordinaire"**

With my renewed health came my "new" practice. We retained...

Our children and grandchildren... they should check with ME about YOU before ever considering ANY other...

**Carl Smith, MD**

2400 Hwy 91 N. Okla. Blvd., Oklahoma City, OK 73112  
405-833-7200

**1000 GEMS GOLD SEMINARS™**  
GEMS PUBLISHING, USA, INC.  
4th Floor, "Mail" 12 Walnut St.  
Framingham, MA 01702  
Tel: 508-875-3100  
Fax: 508-875-3102

To: Marlon Sanders  
11514 Sanders Rd, Suite 409  
Hickory, TX 75453

USA POSTAGE  
\$00.00  
FIRST CLASS PERMIT NO. 1100 OKLAHOMA CITY, OK

**"The day after the 9/11 attacks, my wife & I had an intense stressful conversation. It concerned the immediate future of our nation, my practice, and our family. Just before 9/11 I was accepted into One of just 12 chosen to work one-on-one with Tom. But... September 12th, 2001, my wife demanded that I tear up the check I'd just written. Our lives will never be the same. Please open this envelope."**

Dr. Tom Kachorok  
Clinton, Maryland, VA

## 7. The Jay Abraham audio case studies, sales letters and phone calls method

One time Jay Abraham sent me a number of audio cassettes filled with case study conversations with success stories. It was very compelling.

Then he follows this up with full-length sales letters and phone calls. I haven't followed Jay in some time now. I imagine he's using the same method.

But it'd be interesting to see how his methods have evolved. And if he's still relying heavily on direct mail.

One thing consistent with Jay is he's always relied on commission sales people on the phones. And I'm sure he still does. This is possible when you sell big tickets as he does.

**Jay Abraham**

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### Secrets Of Business Overachievers

### No One Else Will Tell You:

- What the best "response-generating" ads all have in common
- What's the ultimate perception and position you want your market to have of you and your products
- 12 core competencies vital to maximum achievement**
- What the ultimate goal of marketing should be today
- 52 ways to increase your team's learning capability**
- How to gain preemptive control of the most influential buyers in your marketplace
- 66 fresh new ways to get more customers**
- The only way you can make real progress in any business
- Amazing research about what the eyes have to do with how people comprehend your sales message**
- What your customers will never tell you
- 10 traits of overachievers you need to develop**
- How to get superstar sales people to work for you on pure commission
- The seven fundamental steps every mind goes through to make a purchase**
- The one glaring difference between the Fortune 500 companies and you
- 50 ways to create business momentum**
- Why brilliant marketing methods don't always yield big results - and how to change that
- 52 different procedures - guaranteed to lock out competitors**
- The truth about advertising today

**FIRST CLASS MAIL**

PARAMOUNT  
CALIFORNIA  
NOV 7 '91  
U.S. POSTAGE  
METER  
5705648

Jay L. Abraham  
**THE ABRAHAM GROUP**  
27520 HAWTHORNE BLVD., SUITE 283  
ROLLING HILLS ESTATES, CALIFORNIA 90274

To:  
Marlon Sanders  
5636 Spring Valley  
Suite 18-B  
Dallas, TX 75254-3170

**558 All New  
Success Stories  
That Can Change  
Your Life! (Will  
Yours Be Next???)**

In the last three weeks, we've received **558 ALL NEW SHORT CASE STUDIES** and success stories from business owners and professionals just like you, (large and small alike) ... who used my Mastermind Marketing methods to produce utterly impressive profit increases. **Here are just thirty-six overviews...**

Open this envelope & you'll see how you can create guaranteed results just like these...(or better!)

**Plus--** Find out how you can receive a complete set of all 558 case studies absolutely **FREE!**

**21% Response Rate from One Mailing!** "The first marketing effort enabled us to generate 164 new leads in a 9 days period with others coming in after that. I was able to compliment this with an effective sales copy to invite them to a seminar. I used a creative technique of introducing people into the seminar and charged

**100% Improvement in Sales in Six Months!** "... a new referral program helped increase sales to distributors over 100% within six months of introduction, from a little over \$1.2 million, to just over \$2.5 million."  
- *Brady Flower, The Comfort Zone*

**Billing \$10,000 a Day!** "Instead of charging clients by the hour, based on performance it is not unusual to earn more than \$10,000 dollars the very first day." - *Bob Nelson*

**Consultancy to Launches New Coaching Service... Ten times the Conversion Rate ... at 3-5 Times the Price!** "Within 3-4 months it had generated significant cash surpluses and within 6 months it was outselling the original company ... with one tenth of the staff!"  
- *Robert Clay, DSP Solutions UK Ltd*

**Home Study Course Success!** "I received Jay Abraham's Home Study course in South Africa and made an extra \$10,000 in my business within a month and a half. It revolutionized my thinking! Then I flew to Los Angeles and attended his \$5,000, three day Experience and the next day in Orange County sold a deal which made me \$35,000 within two months." - *Robin J. Elliott, President, Elliott Enterprises Inc.*

**Startup Triples Size in Three Years!** "In our first trading year (1999) our turnover (sales) was £550,000. By 2001, this had increased to £1,600,000." - *Robin Stammers, Mediamec*

**Small Mailing Produces Extraordinary Results!** "During the last week of March, I mailed 112 letters with a better-than-risk-free offer for a special series of programs the following month of May. As a result, I booked 26 schools!" - *Millard Grubb*

**Not Bad for a Former Garbage Man!** "My second year in business I did \$245,000.00 in sales because I followed several of Jay's methods. Not bad for a former garbage man! I can't wait to see what you will do."

1) Doubled insurance training company revenues in 90 days by creating add-on products 2) Quadrupled fulfillment services company profits in 60 days by establishing marketing "Parthenon" 3) Increased telecommunication company sales by 50% in just 30 days by developing unique selling proposition"  
- *Bill Merrow, Las Vegas, Nevada*

**Catering Business Delivers Success!** "The result? ... went from receiving 5 calls a day to over 35 calls a day and they had to hire an extra 57 casual staff members to cope with demand."  
- *Alexi Neocleous*

**Chiropractor Uses Jay's Unique Approaches!** "When we started, we were told we would have to take 4-6 months to build an audience and gradually get calls. Our very first show, we pulled 70 patient inquiries, and 42 appointments!!! Patient visits went from 15 per week to 250 per week, and income from \$5,000 per month to \$50,000 per month. Staff went from one doctor and one part-time assistant to 4 doctors and 3 full time assistants. Personal income has 3-4x'd..." - *Advanced Pain and Injury Centre, Alan R. Bonebrake, D.C., M.S.*

**Mailing Pieces Pull \$950,000 in Net Profit!** "In particular, I used the risk reversal, and the "time limited" techniques, and sold a million dollars plus worth from a single campaign to our existing email list. Net profit: more than \$950,000. Thanks again, Jay."  
- *Richard Swannell, Elliot Wave Research*

More on Back...

Jay L. Abraham  
27520 Hawthorne Blvd., Suite 263  
Rolling Hills Estates, California 90274

To:

Marlon Sanders

Seven years ago, I said I would absolutely never ever do another one! Now, I have reconsidered my decision... And you (and your business) are about to benefit—Tremendously!

Announcing:

## The “New Millennium,” 21<sup>st</sup> Century Abraham Mastermind Marketing Training Program – December 7-9, 2002

This is your opportunity (maybe your *only chance*) in the new millennium to attend the seminar and program which has spawned more millionaires... Created more revenue, profits and wealth... And catalyzed more business and financial successes than any other program of its kind in modern business

Finally Put Your Own “Marketing Genius” To Work....

Learn The Amazing Mindset, Philosophies, Strategies, Techniques And Secrets Of **Maximum Leveraged, Optimized, Proprietary Marketing** That Will Give You An Almost **Unfair Advantage** Over Your Competition And Help You Earn An Additional **\$50,000 to \$100,000 Per Year.**

I’ll Teach You How to Turn You and Your  
Company Into a 21<sup>st</sup> Century... \*\*  
“Sales and Marketing Machine”

*From the Desk of Jay L. Abraham, Marketing Genius*

Dear High Achiever and Success Minded Individual:

I truly thought I’d never ever write another letter like this again. But by the end of reading this letter, I believe you’ll be ecstatic that I did.

Let me back up a minute and tell you my story.

Those are a few examples of Jay’s direct mail.

## 8. The Jay Abraham Book of Testimonials Method

This isn’t a stand alone method. But it’s so cool I wanted to highlight it.

Jay one time sent out a massive book. And all that was in it was letter after letter of testimonials.

It’s pretty hard to argue with all those testimonial letters written on the letterheads of various companies that went through his training. Talk about a sales closer.

## 9. The Dan Kennedy Sales Letter Method

Now, Dan Kennedy was / is less flashy. Dan would just send out multi-page sales letters that accompanied his paid newsletter. So the sales letters got a “free ride.”

Dan was very skilled at using direct mail to sell his conferences and bigger tickets. Of course, he wrote the sales copy himself.

### **10. The webinar or teleconference method**

TJ is fond of doing teleconferences. Because they're easy to produce. And more people will listen in on their phone than attend a webinar or Zoom.

The unusual thing about TJ's conference calls is he usually gives you a giant bonus just for attending. You rarely see this done.

But it's consistent with TJ's "over-the-top" method.

### **11. 5 day challenge**

This is the fad of the moment and a more conventional method. Customers are invited to a free or low cost 5-day challenge. And on the last day, the big ticket is offered.

Of course, the entire 5 days very carefully sets up the big ticket sale. Sometimes sales people are involved. And attendees are encouraged to reach out to the "coaches" to obtain workbooks and other items.

Kelly Roach created a popular 5-day challenge method.

### **12. The free webinar GIFT method**

This used to be all the rage. But due to over-use, it's harder to pull off now. Everyone knows it's a sales pitch.

Now, as I'm writing this, Alex Hormozi will be launching his \$100 Million Leads book in August. And as part of that promotion, he has 250,000 registered so far for his webinar.

He's always said he "has nothing to sell." But somewhat conveniently, he removed that statement from his site recently. And I expect that free webinar is a monster pitch. But maybe not. Who knows.

Some people position the webinar as a customer orientation call or welcome call or onboarding call to get people to attend.

The webinar is positioned as a GIFT when you buy something else. There are many different ways it's positioned.

And obviously sometimes people just flat out hold straight up webinars. That's a given.

### **13. The Invisible Funnel**

Daegan Smith created a method called "The Invisible Funnel." The idea is you get to attend the webinar for free and pay only if you love it.

The way Daegan does is he delivers great content. And in the last 5 or 10 minutes makes a soft offer with no hard close.

He has people reach out to him who want to know more about the offer.

He has done as much as \$250,000 in one webinar using this method.

Daegan did a training with me where he taught the Invisible Funnel.

### **14. Retargeting**

I clicked on a few Dan Lok ads. After that, my Facebook newsfeed had lots of retargeting ads by him for a period of time.

These led to a sale of his big ticket. I believe that sale occurred over the phone.

So you can retarget your buyers with ads that lead to the sale of your big ticket or next ascension step on the Value Ladder.

### **15. Social Media Posts**

Some people are great at social media posts and have big followings. They make a post about their next step in the Value Ladder and ask people to reach out if they want more info. The sale is closed over direct messages.

This works gangbusters for some.

Richard Yu, Sean Anthony and many others teach this method. At the time I'm writing this Sean sells an inexpensive product where he gives examples of his 3 best posts as templates that you can use.

A customer of mine bought it and got an inquiry on her very first post. [You can snag it here if it's still available.](#)

## **16. The Bill Good method**

This was way back.

But it's an incredible method. I don't know if Bill still does this or not.

He used to send me a letter about every week that was 1 to 4 pages. And the punch line of every single letter was CALL JILL. Jill was his sales person.

Like clockwork every week these letters arrived. I put them in a big notebook you can see below.

Bill sold a \$10,000 package at the time. Today it would be more like \$20,000 or more.

There's a guy online. I don't remember his name. But once you opt in to his list, every day he sends you an email about his coaching program. And the punch line is to book an appointment.



15 tools that will help you aggressively prospect this summer!  
See the enclosed order form for how to order:  
I hope you finish your year with a home run!

Sincerely,  
*B. Good*  
Bill Good  
President

2020 71

**"Best of Gorilla Mark**

BY PHONE: Call Kris Peterson, (800) 678-  
MasterCard ready.

BY FAX: Complete this form. Fax to: (801) 5  
BY MAIL: Complete this form and send back

TO: Bill Good  
Bill Good Marketing, Inc.

Phone Number: (801) 572-1480 / (800) 678-  
Fax: (801) 572-1496

Ask for Kris Peterson  
FAX INFO: \_\_\_\_\_ page(s) transmitted. Return

Yes! I want to buy \_\_\_\_\_ copies of  
at \$99.00 each. Add \$4.50 (U.S.) sh  
(800) 648-1480 for shipping charges

Please indicate method of payment:

My check is enclosed for \$ \_\_\_\_\_  
My VISA/MC number is \_\_\_\_\_  
It expires on \_\_\_\_\_

Bill Good Marketing, Inc. 9710 South

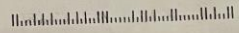


7110 South 700 East, Suite 100  
Sandys, Utah 84070-3554



*Mid-Summer  
tape sale*

Marion Sanders  
Marion Sanders and Associates  
14232 Dallas Pky #1315  
Dallas, TX 75240-2961



K&M Company FULT-RI  
Torrance, CA 90503 #PVT19E



August 6, 1992  
Mr. Marion Sanders  
Marion Sanders & Associates  
14232 Dallas Parkway #1315  
Dallas, TX 75240

ANNOUNCING  
Pre-Release  
Greatest  
--Part II

Dear Mr. Sanders:  
I've got some good news and bad news for you.

**First the bad news:**

You missed an absolutely fabulous conference! Marketing Conference" was, without a doubt, the participants I talked to were going away with 4 planned to implement immediately.

Here's what one Broker wrote about a month after

I had my first seminar 3 weeks after your  
ence, and I had "walk-ins" I am repeating  
through interns, direct mail, and using sc  
It! It sure beats a "cold" conference, I can  
nigues learned at "cold" conferences, I can  
asset all assets gathered more assets, a  
hang about a prospect's financial and per  
I even do one trade.

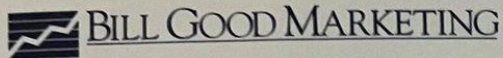
**But here's the good news:** The entire conferenc  
cassette. The tapes are in production. The bi  
shipped to us soon. So what you missed, you ca

Now, you may have heard from someone who alreac  
release offer for this album that the price was  
Well, normally, the price of our tapes does inc  
pre-release sale. So here's the scoop. Our li  
order to our supplier sold out even before the  
ered!

And guess what? The same thing happened with c  
So we've reordered another 325 sets and I'm inv  
our "pre-release sale, part III!"

Okay. Enough about price. Let me tell you abo  
first of all, the title of the conference was "P  
Prospectors Ever." So are they? Well, read on

Here's a sample letter:



P.O. Box 1959  
Sandy, Utah 84091-1959  
9710 South 700 East, Suite 100  
Sandy, Utah 84070  
Tel: 801 / 572-1480  
FAX 801 / 572-1496

August 6, 1992

Mr. Marlon Sanders  
Marlon Sanders & Associates  
14232 Dallas Parkway #1315  
Dallas, TX 75240

ANNOUNCING: \$76 Savings on  
Pre-Release Sale of "The  
Greatest Prospectors Ever"

--Part III

Dear Mr. Sanders:

I've got some good news and bad news for you.

**First the bad news:**

You missed an absolutely fabulous conference! My "7th Annual Marketing Conference" was, without a doubt, the best ever. The participants I talked to were going away with 40-50 ideas they planned to implement immediately.

Here's what one Broker wrote about a month after the Conference:

I had my first seminar 3 weeks after your marketing conference, and I had "walk-ins"! I am reaching these people through interns, direct mail, and print advertising. I love it! It sure beats cold-calling. Using some of the techniques I learned at your conference, I can see myself using asset allocation, gathering more assets, and knowing everything about a prospect's financial and personal goals before I even do one trade.

**But here's the good news:** The entire conference is available on cassette. The tapes are in production. The binders should be shipped to us soon. So what you missed, you can own.

Now, you may have heard from someone who already got a pre-release offer for this album that the price was about to go up. Well, normally, the price of our tapes does increase after their pre-release sale. So here's the scoop. Our initial 325-set order to our supplier sold out even before the tapes were delivered!

And guess what? The same thing happened with our second order!

So we've reordered another 325 sets and I'm inviting you in on our "pre-release sale, part III"!

Okay. Enough about price. Let me tell you about the speakers. First of all, the title of the conference was "The Greatest Prospectors Ever." So are they? Well, read on!

## **17. Facebook group method**

The last method I'll cover is the Facebook group method.

In this one, the person announces a free report, training or challenge that's ONLY available when you join the FB group.

Then in the group, there's weekly content to develop authority. And there are weekly posts that invite you do the equivalent of "call Jill." Except today that's usually "book an appointment."

## **18. The Video Sales Letter**

Frank Kern does live webinars. Records them. Then sends the link to his list over and over.

It's very effective the way he does it.

Obviously, a lot of people are good at this. But Frank really stands out in his persistence with it.

I hope that opens your eyes on the different ways you can ascend customers up your value ladder.

You do NOT have to do all of them!

But ONE of them is a must.

Best wishes,

Marlon

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RESOURCES

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## **The Fail Safe System (intermediate to advanced)**

This zeroes in only on the Info Product Business. On Zoo and W+ you can buy a lot of beginner courses and possibly a few "intermediate" info product marketing courses or training. But you won't find advanced training.

There really is almost no advanced training on the Info Product Business

other than the Fail Safe System. It's advanced information, although not as sweeping and comprehensive as the Amazing Formula Full-Blown Course above. The price reflects that but is considerably more than you'd pay for an introductory or intermediate course on info products. [Click here to see it.](#)

### **How to Create High Profit Info Products**

This is my info product creation training for BEGINNERS.

There's not a lot of "new" methods in it like my intermediate and advanced courses above. But it's 100+ pages of solid, step-by-step information, albeit not with the numbered steps and screen caps in Product Dashboard. Recommended for newbies and beginners. [See it here.](#)

### **Take The Lid Off Your Income**

Just a fantastic, in-depth 4-module course I put a lot of time, care and attention into creating for you. If you're ready to create your own products and get traffic, THIS is what you need to get. [See it here.](#)

### **The Long Lost Viral Marketing Ebook Treasure of Jimmy D. Brown**

This is best and most definitive ebook ever written on the topic. It's a long lost treasure now made available with special permission from Jimmy D. [Click here to see this bad boy.](#) Highly recommended.

### **Feel Overwhelmed?**

Buyers love this product. It's fresh, new insights into how to overcome overwhelm and get focused and productive. There is no other course like this. [If you feel overwhelmed, click here for the solution](#)  
[If you feel overwhelmed, click here for the solution](#)



## The Road Not Taken

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim  
Because it was grassy and wanted wear,  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I marked the first for another day!  
Yet knowing how way leads on to way  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I,  
I took the one less traveled by,  
And that has made all the difference